Amendments to the Claims

Claims 1-14 (Cancelled).

Claim 15 (Currently amended):   A computer-assisted method of providing agricultural marketing services comprising:

developing agricultural marketing plans for agricultural producers requiring updated marketing information;

tying financial obligations of the agricultural producers to the use of the agricultural marketing plans;

electronically providing marketing information to the agricultural producers in order to update the agricultural marketing plans--;

wherein the updated marketing information comprises probabilities of price targets.

Claim 16 (Currently amended):   The method of claim 15 wherein the step of tying financial obligations is requiring the agricultural producers to use the agricultural marketing plans in orderas a condition for agricultural producers to receive financing.

Claim 17 (Currently amended):   A computer-assisted method of creating a strategic agricultural marketing plan for an agricultural enterprise comprising:

eliciting information from a producer;

performing a financial assessment of the agricultural enterprise and determining a financial assessment score based on the financial assessment;

4

calculating a marketing financial risk score wherein the marketing financial risk score is defined

as a numeric value describing financial risks related to markets and income of the

agricultural enterprise;

receiving a price risk from a marketing service, wherein the price risk is a price risk of a

commodity market and is determined based on a computer analysis;

calculating a level of crop insurance and determining pre-sell quantities using the financial

assessment score, the marketing financial risk score and the price risk of the commodity

market; and

determining pre-sell quantities.

Claim 18 (Currently amended):   A method of providing assured income for agricultural

crops comprising:

underwriting financing of a producer of the agricultural crops with a strategic marketing plan

which provides the assured income based on a minimum level of crop yield and a

predetermined minimum crop price achieved by pre-selling;

underwriting the strategic marketing plan with crop insurance to assure the minimum level of

crop to be sold; and

updating the strategic marketing plan with electronically supplied updated marketing

information;

implementing the updated strategic marketing plan to capture additional income beyond the

assured income.

Claim 19 (Original): The method of claim 18 further comprising:

5

~~updating the strategic marketing plan~~ wherein the financing is provided to a producer conditioned on use of the strategic marketing plan.

Claim 20 (Previously presented):   The method of claim 17 wherein the step of calculating a marketing financial risk score includes computing a numeric weighted average.

Claim 21 (Previously presented):   The method of claim 17 wherein the weighted average includes a weighted Z-factor.

Claim 22 (Previously presented):   The method of claim 20 wherein the weighted average includes a weighted marginal income rate.

Claim 23 (Currently amended):   The method of claim 17 wherein the step of computing a marketing financial risk is computing a weighted average of line of credit per acre, line of credit per assured income, current ratio, ratio of working capital to total crop expense, operating expense ratio, asset turnover ratio, interest expense ratio, operating profit ratio, return on assets ratio, line of credit to net worth ratio, leverage ratio, Z factor analysis, repayment margin and marginal income ~~toler~~rate.

Claim 24 (Previously presented):   The method of claim 17 wherein the step of calculating the ~~a~~ level of crop insurance comprises eliciting crop production information concerning the agricultural enterprise; eliciting debt obligations of the agricultural enterprise; and selecting a crop revenue insurance ~~coverage~~ level greater than the debt obligations to provide a best level of

6

crop insurance and thereby underwriting financing to the producer by the marketing plan and the best level of crop insurance.

Claim 25 (Currently amended):   The method of claim 17 wherein the step of calculating ~~a~~ the level of crop insurance includes ~~determining the level of crop insurance using~~ a computer program comprising:

a loan amount input;

a total number of acres input;

a interest rate on a loan input;

an average future price to pre-sell crops input;

a probability of reaching the average future price to pre-sell crops input;

an expected cash basis input;

an expected fall future price input;

a probability of reaching the expected fall future price of crops input;

an expected fall cash basis input;

a cost of a call option on pre-sold crop input;

a cost of a call on unsold crop input;

a cost of a put option on pre-sold crop input;

a cost of a put option on unsold crop input;

a LDP value on pre-sold crop input;

a minimum price for an unsold harvest input;

a set of coverage level costs for insurance coverage inputs;

a yield based on actual production history input;

7

an expected spring price input;

an expected harvest price input;

an anticipated pre-sell amount of crops input;

an anticipated harvest yield input;

a county loan price input;

a displayable output for the crop revenue insurance coverage level that provides the best crop

insurance coverage level most likely to produce the most revenue; and

a calculation component capable of receiving the inputs and performing mathematical operations

on the inputs to produce the output.

Claim 26 (Previously presented):   The method of claim 25 wherein the computer program

further comprises a type of crop input.

Claim 27 (Previously presented):   The method of claim 25 wherein the computer program

further comprises an estimated freedom to farm payment input, the calculation component

receiving the estimated freedom to farm payment input.

Claim 28 (Previously presented):   The method of claim 25 wherein the computer program

further comprises a set of underwriting on commodity future trading allowability inputs, the

calculation component receiving the set of underwriting on commodity future trading

allowability inputs.

8